

### **Claims**

1. A system for organizing data comprising:  
a data storage component;  
a plurality of folders comprising links to particular data files stored in the data storage component the content of the folders being controlled at least in part by end-user specified preferences, wherein folders include any type of link collection defined by a set of relationships.
2. The system of claim 1, the data storage component storing schematized data.
3. The system of claim 1, the preferences are specified using a plurality of ON (event) IF (condition) THEN (action) statements and one or more Boolean operators.
4. The system of claim 3, the preferences are specified utilizing a graphical user interface.
5. The system of claim 1, the preferences are constructed automatically based on inferences made from user activity.
6. The system of claim 1, wherein preferences specify a plurality of conditions and actions.
7. The system of claim 6, one of the conditions relates to user context.
8. The system of claim 6, the preferences being specified in accordance with a developer specified schema.

9. The system of claim 8, the preferences and schema being stored in tables in the data storage component.
10. The system of claim 9, wherein preferences are evaluated upon the occurrence of an event.
11. The system of claim 10, wherein the preferences are evaluated in a set oriented fashion utilizing a query language.
12. The system of claim 10, wherein one or more actions are executed in accordance with a preference when the preference conditions are satisfied.
13. The system of claim 12, wherein the action comprises creating a link in a folder.
14. The system of claim 12, wherein the action comprises excluding a link from a folder.
15. The system of claim 12, wherein the action comprises deleting a link in one folder and recreating a link in another folder.
16. The system of claim 12, wherein the action comprises notifying the user.
17. The system of claim 1, wherein preferences are manifested as physical entities such that the can be dragged, dropped, cut, and pasted amongst folders.
18. A system for personalizing data storage comprising:
  - a data storage component;
  - a plurality of data containers storing pointers to sections of data stored on the data storage component, the content of the data containers being controlled by end-user programs.

19. The system of claim 18, the end-user programs are written using propositional logic.
20. The system of claim 18, the end-user programs are written utilizing predicate logic.
21. The system of claim 18, the end-user programs are composed using a graphical user interface.
22. The system of claim 18, the end-user programs are constrained by a logic schema.
23. The system of claim 18, the end-user programs utilize historical information in stored in a data container.
24. The system of claim 18, wherein execution of the end-user program comprises executing a query on structured data to produce a result table.
25. The system of claim 24, wherein one or more actions are taken based on the data in the result table.
26. The system of claim 24, wherein the action includes notifying the end-user.
27. The system of claim 24, wherein the action includes adding a pointer to a data container.
28. The system of claim 24, wherein the action includes removing a pointer from a data container.
29. The system of claim 18, wherein the end-user programs are manifested as physical entities that end-users can drag, drop, cut, and paste within data containers.

30. A method of personalizing computers functionality comprising:  
writing user preferences with respect to one or more named groups of data in accordance with a developer schema;  
executing user preferences in response to an event; and  
taking action based a conditionally valid preference;
31. The method of claim 30, wherein events are received from a plurality of event sources;
32. The method of claim 31, wherein the event source is a named group of data and the event is a change in the data associated therewith.
33. The method of claim 30, wherein preference execution comprises translating end-user specified preferences into queries and executing queries on structured data.
34. The method of claim 30, wherein a named group of data can be used as a constant argument to a condition or action.
35. The method of claim 30, wherein taking action corresponds to including a data file into a named group of data.
36. The method of claim 30, wherein taking action corresponds to excluding a data file from a named group of data.
37. A computer readable medium having stored thereon computer executable instructions for carrying out the method of claim 32.